

The **3** Best Ways to GROW Your Salon

By Allen D'Angelo M.S.

Start by getting an objective view of the actual performance of your salon. To do that, just ask yourself the below questions:

1

Q: How full is my schedule this week?

Fill THIS IN NOW: My Schedule is _____ % (i.e. 35% Full)

Allen Says: Last week I consulted with three salons, and only one of them knew how full their schedule was in real numbers, in real time--and their schedule was 78% full most weeks. Another client was 53% full and the third salon was only 35% full. You need to be at 80% to 85% full most of the time. If you're below 50%, you need to get your number up (see below)

2

Q: What should I do to fill up my schedule immediately?

Allen Says: Launch a special to your best clients; start pre-booking MORE clients today; email your clients with special package offer... In my Salon Marketing Machine program I give you 83 promotions THAT WORK to bring in more business, and I spoon-feed them to you in the order of which ones to do first and then we build on your successes. Always do promotions that that can be done quickly using email, Facebook, Twitter and with your clients face-to-face. It gives you instant feedback to show you what's working to motivate you to do more of what's working.

3

Q: What should I do to bring in cash today?

Allen Says: The best way to increase the amount of cash you receive today at your salon is to convince your clients to buy more results from you—in the form of salon services. The best way to convince them is to make them offers they feel are irresistible. You can say to your client: "Dawn, how adventurous are you? I have a new color treatment I would love to try on you. Because I am testing out this really exciting color line, I can give you a really expensive color fusion for a fraction of the cost, but you have to do it now and call me tomorrow and tell me what you think." The point is Offer and ASK!

Allen D'Angelo's



“I grew my salon from one struggling low-profit location to three salons, each earning a net of over \$300,000 each a year!”

~Donna Morris, Shear Vision Salons

**Get Started With Allen's
AMAZING 9-Video
Salon Growth Program For Only**

\$79

GO TO: FunSalon.com